



NEWS

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FOR IMMEDIATE RELEASE

May 22, 2007

07-28

Media Advisory

Free Food.....Free Soundbites/Quotes

Give the whales a break. Come have lunch on us and get all your Memorial Day Traffic story material in one place. The traffic safety community throughout California is gearing up for increased enforcement activities statewide. This holiday weekend is a Maximum Enforcement Period (MEP) for the CHP. All available officers will be on duty from 6 p.m. on Friday, May 25 through midnight on Monday, May 28. This will be your opportunity to get the quotes you need for a preview story and for use over the holiday weekend. We'll feed you information and more. In an effort to get our message out to weekend picnickers, we'll be grilling and serving burgers for the media; tasty visuals for your story. Come join us in protecting public safety.

WHO: Mike Brown, Commissioner, California Highway Patrol
Will Kempton, Director, Caltrans
Steve Hardy, Director, Alcoholic Beverage Control
Chris Cochran, Spokesman, state Office of Traffic Safety
Mimi Khan, Deputy Director, Department of Motor Vehicles
Dan Drummond, Chief, West Sacramento Police Department
Bob Simmons, Chief, Elk Grove Police Department

WHEN: 11:00 a.m., Wednesday May 23, 2007

WHERE: CHP Academy Picnic Area, 3500 Reed Avenue, West Sacramento

VISUALS: Burgers being grilled and fed to non-whale story starved media members